

# Incorporating Social Media Into YOUR Strategy

## A Framework



# What is your Goal?

- Implementing a Project?
- Communicating a Message?
- Building a Partnership?

**All require good communications**



# What Does Your Strategy Call For?

- Increase Attendance
- Engage a Community
- Get Feedback
- Recruit Volunteers or Employees
- Stay Up to Date with New Developments and/or Stakeholder Activities
- Disseminate Findings

**Who is in Your Network?**

**What is the Best Way  
to Reach Them?**



# Which Social Media Tools Can You Integrate into Your Strategy?

- **Social Networking**  
Facebook and LinkedIn
- **Social Photo and Video Sharing**  
YouTube, Flickr, Pinterest
- **Blogging and Microblogging**  
Twitter, Wordpress, Tumblr
- **Video/Web Conferencing**  
Google+, WebEx, Slideshare
- **Geolocation based Sharing**  
FourSquare, QR Codes, Mobile Apps
- **On-Line Forum**  
RecLink

Find guides for using Twitter & Facebook:  
<http://mashable.com/guidebook/>



# Match Tools to Your Strategy

Sample Objective: Engage Community Stakeholders

| Tool   | How Will it Support your Goal?                                   | How often will you use it?               |
|--|--|--|
| Public Events                                    | Bring stakeholders together for activity with agency staff       | Four times during the project time frame |
| Facebook/Twitter/Web site (cross-platform posts) | Provide forum to announce events, collect & respond to feedback  | 2-3 times a week                         |
| Flickr   | Invite stakeholders to share event pictures, post related images | Monthly                                  |
| Press  | Announce events/ event reports                                   | Quarterly                                |
| Internal Newsletter                              | Keep staff and leadership updated                                | Quarterly                                |

# DOI and USDA Guidelines and Resources

## USDOI:

<http://www.doi.gov/notices/Social-Media-Policy.cfm>

## BLM:

<http://www.blm.gov/wo/st/en/info/socialmedia.html>

## NPS:

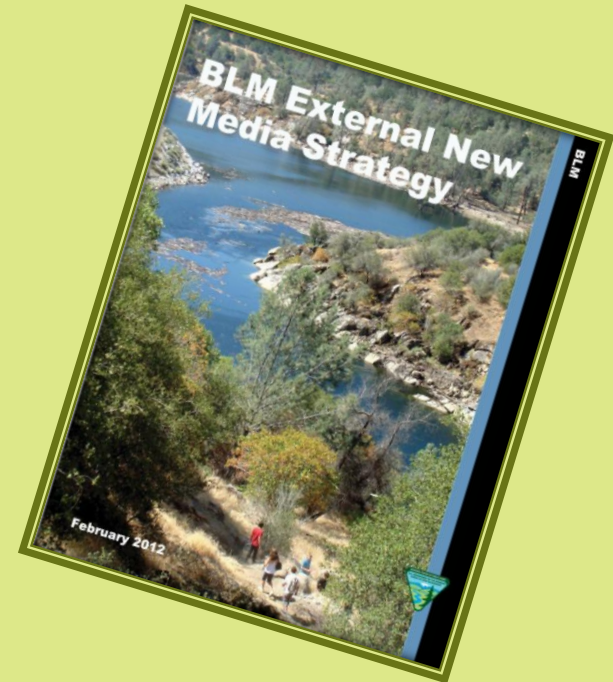
<http://www.nps.gov/policy/Socialmedia.pdf>

## USFWS Blog guidelines:

<http://www.fws.gov/policy/115fw9.pdf>

## USFWS Social Media:

<http://www.fws.gov/home/socialmedia/index.html>



## USDA New Media

Facebook  
USDA Blog  
Twitter  
YouTube  
Flickr  
RSS

Stay Connected



## USDA:

[http://www.usda.gov/wps/portal/usda/usdahome?navid=USDA\\_STR](http://www.usda.gov/wps/portal/usda/usdahome?navid=USDA_STR)

<http://www.ocio.usda.gov/directives/doc/DR1495-001.pdf>

## USFS:

[www.nifc.gov/PIO\\_bb/Agencies/USFS/new-media-guide-vol1.docx](http://www.nifc.gov/PIO_bb/Agencies/USFS/new-media-guide-vol1.docx)

# SUMMARY

- DEFINE PROJECT GOALS AND OBJECTIVES
- IDENTIFY PROJECT STAKEHOLDERS / WHO YOU NEED TO REACH
- MATCH TOOLS TO YOUR STRATEGY
- INCLUDE SOCIAL MEDIA IN YOUR PLANNING NOT AS AN AFTERTHOUGHT



A black and white photograph of a classroom. Several students are visible from the back, with their hands raised in the air. In the background, a chalkboard is filled with mathematical equations and diagrams. The overall scene suggests an interactive learning environment.

# **Question**

**How have you  
incorporated Social  
Media strategically into  
your goals and objectives?**

# THANK YOU!



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